# THE BEST PUBLICATIONS FOR BACKLINKS BY SECTOR An analysis of 1,166,411 backlinks in 11 sectors



### **Foreword**

#### Introduction

This study aims to find the best publications in the UK and US for outreach by identifying which produce the most outbound links across different sectors, or overall. We analysed more than 1m backlinks in 11 popular sectors.

From these findings, public relations and outreach professionals can see which websites are the most likely to create articles in each of these sectors.

While links aren't categorised by follow or nofollow, all sectors have been carefully researched by industry experts, and all sources relying on affiliate, forum-based, or sponsored links have been excluded where possible. Analysis and top results have been provided, but the full dataset can be downloaded <a href="here.">here.</a>

### Methodology

SimilarWeb provided to us a seedlist of URLs across different sectors in the UK and US markets.

Of these, we sorted by monthly traffic, and eliminated the top 500 in each sector, which commonly included sites like Google, YouTube, and Wikipedia, which would throw off results.

We then used the next 500 URLs in each sector as the source list for this study.

For each URL, we used Ahrefs (who provided us with credits for this study) to find the first 120 domains referring to it. This number was selected as higher numbers have no upper limit in terms of time and expense to monitor (a single domain may have 2000 referring domains or more) and provide no significant benefit in terms of accuracy.

The end figures, displayed in this study, refer to how many times each publication appeared among these referring domains.

The UK/US split is determined by how many .co.uk and .com addresses listed each publication as a referring domain. That is, if example.co.uk in the Arts & Entertainment sector had Buzzfeed as a referring domain, Buzzfeed was counted once towards UK results in that sector.

Of the list created, we then made major efforts to clean the top results of PR tools, URL-resharing sites, forums, and user-created content. The top 10 results in each industry were then manually curated by a small panel of experts in the industry to remove sites where links were primarily nofollow, to give a better indication of sites frequently offering follow links

Tech UK has been excluded due to low quality results with too few entries to build an effective analysis.

### Sectors analysed:

- Arts & Entertainment
- Autos & Vehicles
- Beauty & Fitness
- Business & Industry
- Career & Education
- Finance
- Food & Drink
- Health
- Shopping
- Tech
- Travel



# Overarching Results

Domain	Backlinks	Domain	Backlinks
forbes.com	2180	businessinsider.fr	506
standard.co.uk	2060	essexlive.news	497
buzzfeed.com	1855	hinckleytimes.net	472
nytimes.com	1681	cambridge-news.co.uk	449
theguardian.com	1678	leicestermercury.co.uk	441
finance.yahoo.com	1604	getwestlondon.co.uk	438
mumsnet.com	1164	cnbc.com	430
news.yahoo.com	1152	theodysseyonline.com	429
bloomberg.com	1126	thesun.co.uk	422
independent.co.uk	871	metro.co.uk	409
appadvice.com	805	lonelyplanet.com	407
arstechnica.com	771	gizmodo.com	404
businessinsider.com	766	kentlive.news	388
ssense.com	739	seekingalpha.com	368
bbc.com	696	elpais.com	367
telegraph.co.uk	673	cbsnews.com	353
vice.com	668	express.co.uk	348
bustle.com	646	entrepreneur.com	345
allwomenstalk.com	641	nottinghampost.com	344
getsurrey.co.uk	613	fastcompany.com	324
techcrunch.com	589	goodhousekeeping.com	322
anandtech.com	584	coventrytelegraph.net	317
popsugar.com	558	hubpages.com	308
birminghampost.co.uk	556	thrillist.com	306
cnet.com	538	latimes.com	



### **Forbes**

Forbes' large number of outbound links may be due in part to contributor content. They do have a slightly more rigorous process than sites like BuzzFeed for recruiting contributors, and training sessions are provided, so for the purposes of this study, it has been retained.

Moreover, Forbes is well-known and a prominent media presence with wide-spread interests, and links included are still very valuable.

Forbes links are most prominent in the Career & Education and Health sectors where it is the number one publication for linking.

### **Evening Standard**

Number one option for Auto & Vehicles and Business & Industry as well as Shopping, it's also the UK number 1 for Career & Education, Finance, Food & Drink, Health, and Travel, and number 2 in the UK Arts & Entertainment, Finance, Shopping, and Travel areas, making it a reliable site for all niches.

It's also worth noting that it's a UK-based publication – online sites of UK newspapers were remarkably prominent in the results, especially compared with the US equivalent, which only appeared in the form of the New York Times.

And unlike either Forbes, there are no user-contributed materials involved, meaning all outbound links are from articles written by staff.

### **BuzzFeed**

BuzzFeed – despite its focus on Arts & Entertainment (where it's the overall top-linking result), is actually a remarkably wide-ranging publication, with outbound links in the majority of sectors – including Food & Drink, where it also holds the top position.

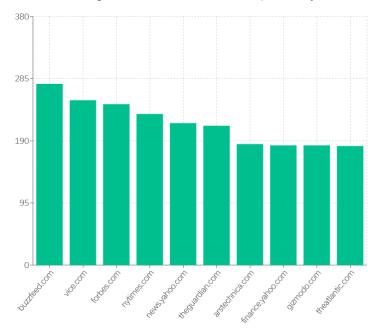


# Arts & Entertainment

### US

While it's possible that BuzzFeed issues many of their links in contributor content, it's telling that the links are in a sector on which it is heavily focussed – entertainment - and it's likely that its position at the top of the list is in no small part due to the staff writers and the largely digital content.

Vice, too, has a strong focus on Arts & Entertainment, particularly music and some counter-culture influences.

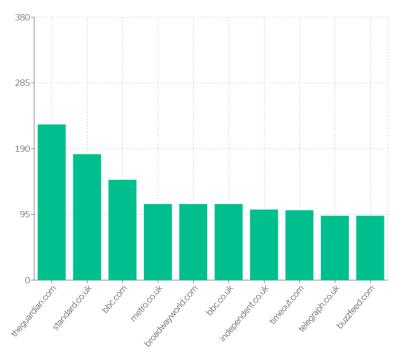


Don	nain	Backlinks
1	buzzfeed.com	277
2	vice.com	252
3	forbes.com	246
4	nytimes.com	231
5	news.yahoo.com	217
6	theguardian.com	213
7	arstechnica.com	185
8	finance.yahoo.com	183
9	gizmodo.com	183
10	theatlantic.com	182

#### **UK**

As mentioned, UK publications seem to have more links among online newspapers as opposed to more digital-first media like the US' BuzzFeed and Vice.

The Guardian is a mainstay across most sectors, featuring as the fifth-most linking website overall – and as a result it's unsurprising that it's the top UK publication for Arts & Entertainment links.



Dom	nain	Backlinks
1	theguardian.com	225
2	standard.co.uk	182
3	bbc.com	145
4	metro.co.uk	110
5	broadwayworld.com	110
6	bbc.co.uk	110
7	independent.co.uk	102
8	timeout.com	101
9	telegraph.co.uk	93
10	buzzfeed.com	93

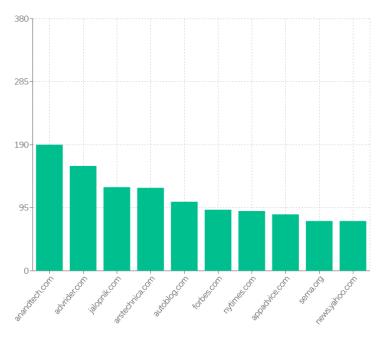


### **Autos & Vehicles**

#### US

More than in all other sectors, the bulk of top sites linking in the US appear to be discussion boards and forums rather than media publications. It's unclear whether this is due to a lower number of outbound links from US motoring publications, or whether there is a distinctly active motoring scene.

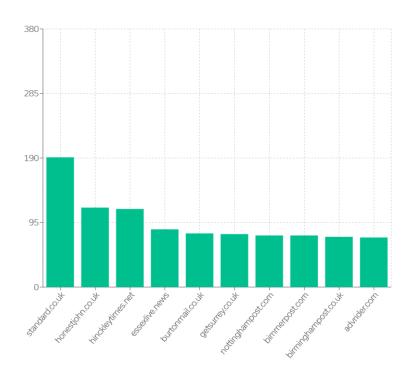
Forums and boards have been stripped where possible from the results, however, leaving primarily media publications for analysis. It seems likely then that it's lower outbound links to blame, as the overall number of linking domains in this sector is only 7th out of all 11 sectors researched in the US.



Don	nain	Backlinks
1	anandtech.com	190
2	advrider.com	158
3	jalopnik.com	126
4	arstechnica.com	125
5	autoblog.com	104
6	forbes.com	92
7	nytimes.com	90
8	appadvice.com	85
9	sema.org	75
10	news.yahoo.com	75

### UK

Unlike the US, but following the trend of other sectors in the UK, most Auto links seem to be from wider publications like the Evening Standard and local publications like Essex Live, Burton Mail, and Get Surrey.



Dom	nain	Backlinks
1	standard.co.uk	191
2	honestjohn.co.uk	117
3	hinckleytimes.net	115
4	essexlive.news	85
5	burtonmail.co.uk	79
6	getsurrey.co.uk	78
7	nottinghampost.com	76
8	bimmerpost.com	76
9	birminghampost.co.uk	74
10	advrider.com	73

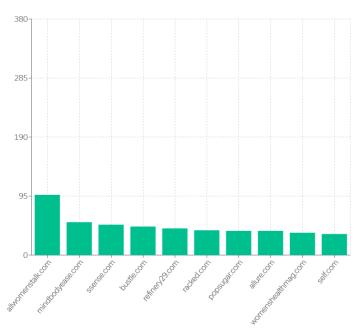


# Beauty & Fitness

### US

All Women's Talk (though you'd be forgiven for misreading the URL) seems to be the top option for discussing beauty and fitness across both UK and US, with no indication of contributor content. There is, however, an interesting split between native articles and syndicated ones, which is probably the source of at least some of its outbound links.

Other publications are largely lifestyle-focused with a predominantly female-centric target audience, making it worth considering that as an angle when producing content.

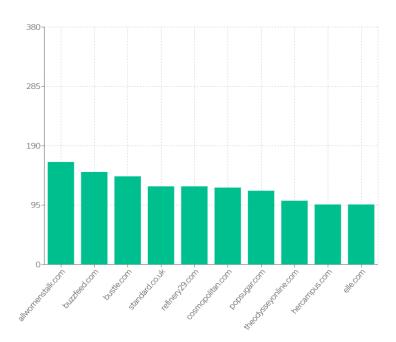


Don	nain	Backlinks
1	allwomenstalk.com	97
2	mindbodyease.com	53
3	ssense.com	49
4	bustle.com	46
5	refinery29.com	43
6	racked.com	40
7	popsugar.com	39
8	allure.com	39
9	womenshealthmag.cor	n <b>36</b>
10	self.com	34

### UK

All Women's Talk is the top option for discussing beauty and fitness across both UK and US. There is an interesting split between native articles and syndicated ones, which is probably the source of at least some of its outbound links.

Unlike in most other sectors, few of the top publications are regional or national newspapers. Instead, they follow the US trend of being more lifestyle-oriented, and even have a significant overlap with the US list. This is suggestive of beauty and fitness content being less geographically determined than in other industries.



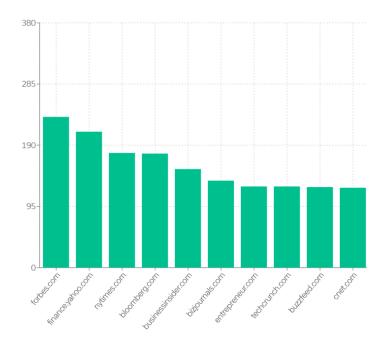
Dom	nain	Backlinks
1	allwomenstalk.com	164
2	buzzfeed.com	148
3	bustle.com	141
4	standard.co.uk	125
5	refinery29.com	125
6	cosmopolitan.com	123
7	popsugar.com	118
8	theodysseyonline.com	102
9	hercampus.com	96
10	elle.com	96



# Business & Industry

### US

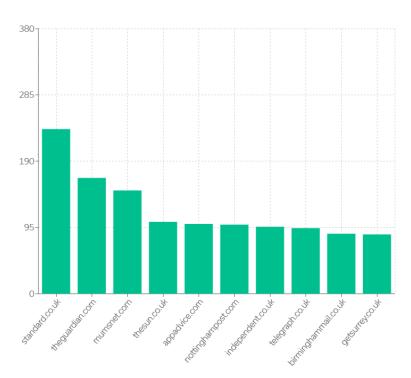
Forbes is a natural top spot in the US with its focus on business, and others in the top 10 further highlight that it's industry publications that are most likely to provide link to relevant content, rather than media with a wider scope.



Dom	nain	Backlinks
1	forbes.com	234
2	finance.yahoo.com	211
3	nytimes.com	178
4	bloomberg.com	177
5	businessinsider.com	153
6	bizjournals.com	135
7	entrepreneur.com	126
8	techcrunch.com	126
9	buzzfeed.com	125
10	cnet.com	124

### UK

Unlike in the US, the top UK domains for linking to business content are primarily the online sections of national or regional newspapers, as also seems to be the case in other sectors.



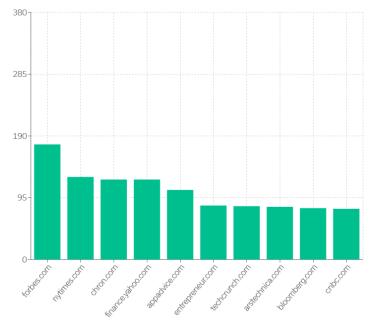
Don	nain	Backlinks
1	standard.co.uk	236
2	theguardian.com	166
3	mumsnet.com	148
4	thesun.co.uk	103
5	appadvice.com	100
6	nottinghampost.com	99
7	independent.co.uk	96
8	telegraph.co.uk	94
9	birminghammail.co.uk	86
10	getsurrey.co.uk	85



## Career & Education

### US

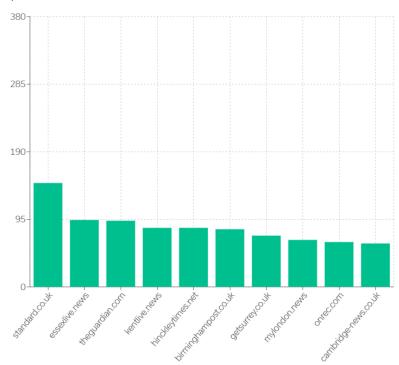
Beyond the increasingly familiar sites of Forbes and the New York Times, and logical additions like Bloomberg and Entrepreneur.com, there seems to be a spread of interest in this sector from more localised publications like the New York Times and the Houston Chronicle, representing popular business hubs in the US.



forbes.com	177
	1,,
nytimes.com	127
chron.com	123
finance.yahoo.com	123
appadvice.com	107
entrepreneur.com	83
techcrunch.com	82
arstechnica.com	81
bloomberg.com	79
cnbc.com	78
	nytimes.com chron.com finance.yahoo.com appadvice.com entrepreneur.com techcrunch.com arstechnica.com bloomberg.com

### UK

While the Evening Standard occurs frequently across all sectors, there's a distinctly localised feel to the top sites for referring domains in this sector, with Essex Live, Kent Live, the Hinckley Times, and several others making a notable appearance in this sector while only sporadic in most others.



Don	nain	Backlinks
1	standard.co.uk	146
2	essexlive.news	94
3	theguardian.com	93
4	kentlive.news	83
5	hinckleytimes.net	83
6	birminghampost.co.uk	81
7	getsurrey.co.uk	72
8	mylondon.news	66
9	onrec.com	63
10	cambridge-news.co.uk	61



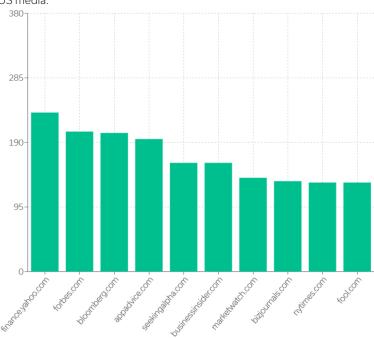
### **Finance**

### US

While Forbes is present on the top US referring domains as in most other sectors, it's interesting that Yahoo Finance plays more of a role here – though unsurprising due to its topic area.

It is more interesting, however, that Business Insider has a more significant representation in this area than in Career & Education, where it fails to enter the top ten.

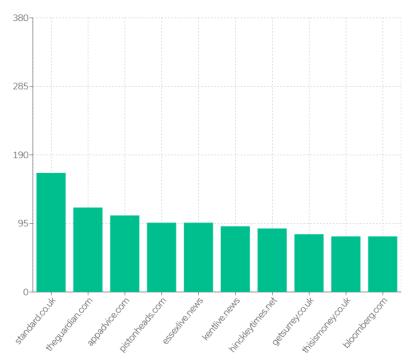
Ultimately, it shouldn't be a shock that the top ten finance sector sites have a clear focus on finance, but it is worth pointing out that they're for the most part specifically finance rather business or career-based sites. Specialisation pays off better when seeking links in the US media.



Dom	nain	Backlinks
1	finance.yahoo.com	234
2	forbes.com	206
3	bloomberg.com	204
4	appadvice.com	195
5	seekingalpha.com	160
6	businessinsider.com	160
7	marketwatch.com	138
8	bizjournals.com	133
9	nytimes.com	131
10	fool.com	131

### **UK**

Despite the presence of This Is Money in ninth position and Bloomberg in tenth, as in other sectors the top ten are primarily given to major publications focused on national or regional news, with the Evening Standard and the Guardian dominating the list.



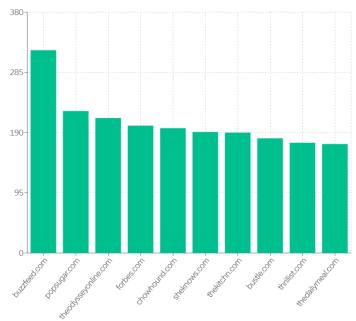
Dom	nain	Backlinks
1	standard.co.uk	165
2	theguardian.com	117
3	appadvice.com	106
4	pistonheads.com	96
5	essexlive.news	96
6	kentlive.news	91
7	hinckleytimes.net	88
8	getsurrey.co.uk	80
9	thisismoney.co.uk	77
10	bloomberg.com	77

### Food & Drink

### US

In most other sectors, the difference between the US and UK publications featured in the top ten comes down to specialisation, with the US focusing on industry-specific media and the UK on wider discussion.

In Food & Drink, however, it's a case of different specialisation – on the US side, coverage is centred primarily on general food appreciation and recipes, as well as kitchen tips and cooking stories.

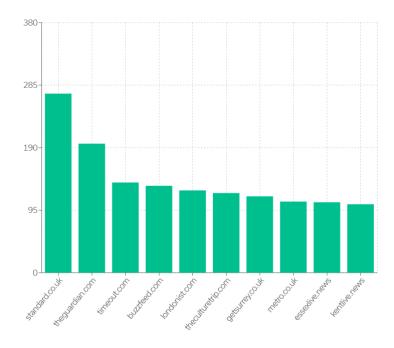


Dom	nain	Backlinks
1	buzzfeed.com	320
2	popsugar.com	224
3	theodysseyonline.com	213
4	forbes.com	201
5	chowhound.com	197
6	sheknows.com	191
7	thekitchn.com	190
8	bustle.com	181
9	thrillist.com	174
10	thedailymeal.com	172

### UK

In most other sectors, the difference between the US and UK publications featured in the top ten comes down to specialisation, with the US focusing on industry-specific media and the UK on wider discussion.

In Food & Drink, however, it's a case of different specialisation – on the UK side, the media covering industry stories is mostly "activity" sites like Timeout and Londonist, dedicated to identifying locations for experiences and the best restaurants around.



Don	nain	Backlinks
1	standard.co.uk	272
2	theguardian.com	196
3	timeout.com	137
4	buzzfeed.com	132
5	londonist.com	125
6	theculturetrip.com	121
7	getsurrey.co.uk	116
8	metro.co.uk	108
9	essexlive.news	107
10	kentlive.news	104

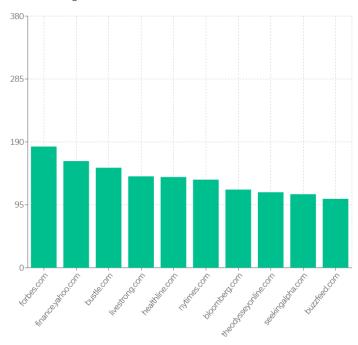


### Health

### US

Forbes, Yahoo Finance, and the New York Times – as well as others – are names that come up repeatedly across the research.

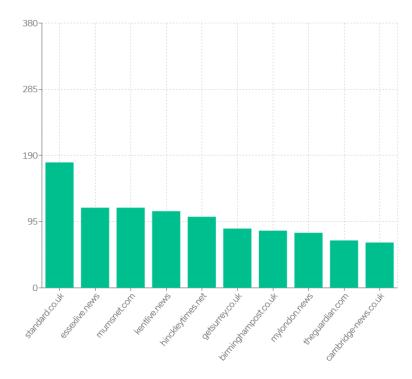
But unlike in the UK, where publications are entirely generic in the top ten for this sector, there's a "healthy" showing in the US of specialist sites like Livestrong and Healthline.



Dom	nain	Backlinks
1	forbes.com	183
2	finance.yahoo.com	161
3	bustle.com	151
4	livestrong.com	138
5	healthline.com	137
6	nytimes.com	133
7	bloomberg.com	118
8	theodysseyonline.com	114
9	seekingalpha.com	111
10	buzzfeed.com	104

### UK

Though it's a general trend throughout the research, it's still quite surprising that the top UK publications in this sector don't include any specialised media. Each of them is either an online segment of a local newspaper.



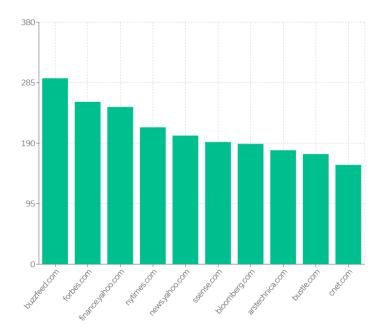
Don	nain	Backlinks
1	standard.co.uk	180
2	essexlive.news	115
3	mumsnet.com	115
4	kentlive.news	110
5	hinckleytimes.net	102
6	getsurrey.co.uk	85
7	birminghampost.co.uk	82
8	mylondon.news	79
9	theguardian.com	68
10	cambridge-news.co.uk	65



### Shopping

### US

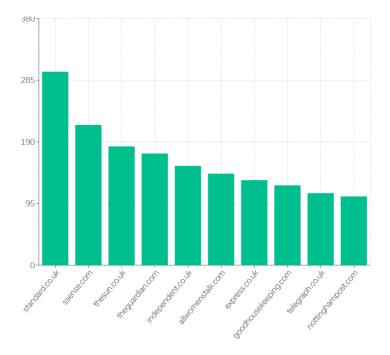
Despite the top ten incorporating some dedicated "shopping" sites like Ssense, a clothing publication, Ars Technica, a technology and gaming site, and Bustle (fashion), the names aren't significantly adrift from other non-shopping industries. The specialisation doesn't seem like it's having much of an effect on who's most likely to provide backlinks. The only real point of interest is that BuzzFeed, rather than Forbes, holds the top spot in this sector.



Don	nain	Backlinks
1	buzzfeed.com	292
2	forbes.com	255
3	finance.yahoo.com	247
4	nytimes.com	215
5	news.yahoo.com	202
6	ssense.com	192
7	bloomberg.com	189
8	arstechnica.com	179
9	bustle.com	173
10	cnet.com	156

### UK

Like in other industries, the UK top sites are primarily generic rather than specialised, with the only dedicated "shopping" site present being Ssense, a clothing publication, which incorporates a sales platform itself. Other non-national publications are just parenting media and female-targeted magazines.



Don	nain	Backlinks
1	standard.co.uk	298
2	ssense.com	216
3	thesun.co.uk	183
4	theguardian.com	172
5	independent.co.uk	153
6	allwomenstalk.com	141
7	express.co.uk	131
8	goodhousekeeping.cor	n <b>123</b>
9	telegraph.co.uk	111
10	nottinghampost.com	106



### Tech

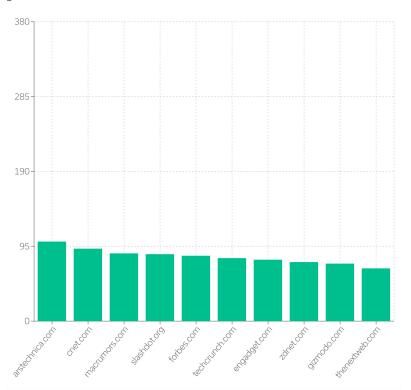
#### US

The Tech sector clearly shows the trend of US results prominently featuring industry-specific media over generic publications.

It's actually more visible in this sector than most, with Forbes, the front-runner in most other sectors, pushed down to fifth position exclusively by tech media – and all other publications in the top ten are dedicated to technology as well.

It should be noted, however, that the number of outbound technology content links of top publications were significantly lower than those in almost all other sectors; that is, there wasn't as much consistent linking from them as other sector top tens.

This potentially makes Tech a riskier product area for which to produce content, and the scarcity of UK results plays into the fact that discussion in this sector seems to be concentrated on a handful of high-profile tech websites rather than scattered across a range of more generic ones.



Dom	nain	Backlinks
1	arstechnica.com	101
2	cnet.com	92
3	macrumors.com	86
4	slashdot.org	85
5	forbes.com	83
6	techcrunch.com	80
7	engadget.com	78
8	zdnet.com	75
9	gizmodo.com	73
10	thenextweb.com	67

### **UK**

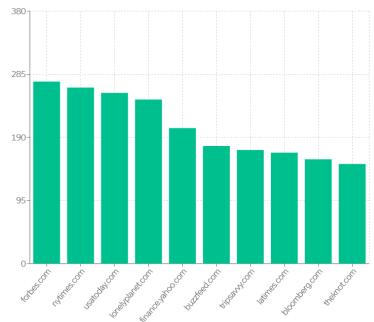
The UK results for Tech were low quality and sparse following filtering with a blacklist and so have not been included.

### Travel

### US

On the whole, there are no surprises in who's linking to travel pieces in the US; while Forbes and the New York Times hold the top spots as with most other sectors, there's a degree of specialisation in terms of travel sites, with Lonely Planet and TripSavvy featuring around the middle of the top ten.

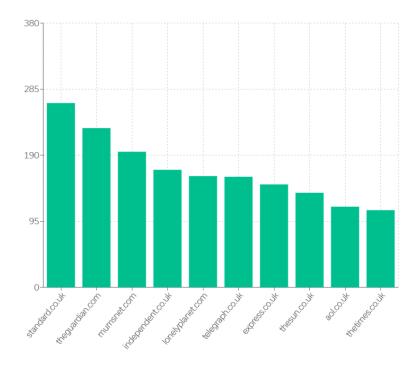
The only unusual factor is The Knot in tenth position – it's a wedding publication focussing on tips and themes for weddings and marriage, which presumably produces travel links through exotic locations for wedding venues.



Dom	nain	Backlinks
1	forbes.com	274
2	nytimes.com	265
3	usatoday.com	257
4	lonelyplanet.com	247
5	finance.yahoo.com	204
6	buzzfeed.com	177
7	tripsavvy.com	171
8	latimes.com	167
9	bloomberg.com	157
10	theknot.com	150

### UK

With the exception of Lonely Planet, which also features in the top ten backlinkers to US travel content, the UK list is composed primarily of somewhat generic publications which feature universally across most top tens.



Dom	nain	Backlinks
1	standard.co.uk	265
2	theguardian.com	229
3	mumsnet.com	195
4	independent.co.uk	169
5	lonelyplanet.com	160
6	telegraph.co.uk	159
7	express.co.uk	148
8	thesun.co.uk	136
9	aol.co.uk	116
10	thetimes.co.uk	111



### Conclusions



US outreach is more likely to link where focusing on major industry-specific sites on the whole, but there are some recurring publications which are suitable for all outreach (Forbes, New York Times, BuzzFeed).



UK outreach is more generic and best served by going to local area sites like Get Surrey and the Hinckley Times or similar.



Tech and Beauty & Fitness sectors offer fewer potential links overall, while Shopping and Travel offer more.



Beauty and Fitness, however, are also less affected by location, with significant overlap across the US and UK top referring domain lists.



There generally aren't significant differences in link opportunities between the US and the UK, with only a moderately higher number among US domains, and not in all sectors.



Beauty and Fitness, Shopping, and Travel content pages in the UK all show an overall greater number of backlinks than those in the US.

#### <sup>1</sup>Additional Methodology

- Top sites across all sectors have been selected using the top 50 results for individual sectors and finding their total occurrence rate across all sectors. This has been done in order to make parsing of a large number of results more practical, though may exclude some sites which occur reasonably frequently across all sectors, but to an insufficient level to put them in any of the top 50 results.
- Tech UK has been excluded due to low quality results with too few entries to build an effective analysis.

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- Twitter @KliprHQ
- LinkedIn Klipr
- Email contact@klipr.io

